YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

YOU'RE *bound* to inhale, sometimes. *All smokers do.* And that *increases the CHANCE of irritation.* But—note *this vital difference.* Eminent doctors compared the five leading cigarettes . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

Smoke PHILIP MORRIS — and *you enjoy* the world's finest tobaccos *without worry about throat irritation even when you inhale!* This *proved protection is added* to finer pleasure. **THEY TASTE BETTER — THEY'RE BETTER FOR YOU!**

MARTHA SCOTT in "MADE FOR EACH OTHER" This Friday night, CBS PHILIP MORRIS Playhouse (See local radio columns)

FINER PLEASURE *PLUS* REAL PROTECTION.

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

*Fully reported in authoritative medical journals.

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